

OFFICIAL NEW HAMPSHIRE GUIDEBOOK

HIGHLIGHTS The Guidebook is the official **annual** out-of-state guidebook for the state of New Hampshire. A 200+ page full-color magazine, the Guidebook is the most successful promotional vehicle ever published by the New Hampshire Division of Travel & Tourism Development. It introduces the state and gives detailed information on the state's seven tourism regions.

DISTRIBUTION 250,000 copies will be distributed, primarily **out-of-state**, beginning March 2002, to visitors, travel trade, press, and national and international inquiries received by the New Hampshire Division of Travel & Tourism Development.

PROMOTION The Guidebook is the response vehicle for all ads the New Hampshire Division of Travel and Tourism Development places in magazines, travel guides, trade magazines, brochure planners, newspapers and international publications. It is also promoted on the state's official website, www.visitnh.gov, and is included in every press kit. Additionally, some guides are used for trade shows out of state when new markets are introduced to New Hampshire.

DESIGN The Guidebook will be organized by region. Within each region, communities will be listed alphabetically and will include zip code, population, information to give the flavor of the community, chamber of commerce phone and web, and the map code. **Advertisers will be listed by category under the town in which they are physically located;** advertisers who wish to be listed under another town may purchase a second ad of equal or lesser value.

The Guidebook includes a highway map of New Hampshire, and will continue to feature a statewide section for the NH Store, NH By Mail, statewide organizations or retailers, meeting and convention facilities, vacation packages and statewide information sources.

RATES & MATERIALS

Ad Size	Ad Cost	Copy/Words	Photos	Logo
Full Page	\$4730	200	4	0
3/4 Page	\$3385	150	3	0
1/2 Page	\$2425	135	2	0
1/4 Page	\$1645	100	1	0
1/8 Page with photo	\$965	65	1	1
Expanded Listing with logo	\$450	50	0	1
Basic Listing	\$210	25	0	0
NH Store	\$475	40	1	0
NH By Mail	\$475	40	1	0
Meeting & Convention Grid	\$145	0	0	0
Inside Front Cover	\$5610	200	4	1
Inside Back Cover	\$5610	200	4	1
Back Cover	\$6470	200	4	1
Premium Position Pages	\$5315	200	4	0
Sponsor Pages	\$3875	25	0	1

OFFICIAL NEW HAMPSHIRE VISITOR'S GUIDE

HIGHLIGHTS The Visitor's Guide is the **annual** in-state publication for the state of New Hampshire's Division of Travel & Tourism Development. A 100+ page full-color magazine, the Visitor's Guide is the in-state piece that introduces the state to visitors once they have arrived, by giving detailed information on the state's seven tourism regions.

DISTRIBUTION 300,000 copies of the Visitor's Guide will be distributed beginning in the spring of 2002, at State Visitor Information and Welcome Centers, and chamber of commerce visitor centers throughout New Hampshire. It is also utilized at trade shows and during Familiarization Tours.

PROMOTION The Visitor's Guide is the **in-state** companion piece to the Official New Hampshire Guidebook. It is available free of charge at 17 rest areas and approximately 60 chambers of commerce throughout the state. Over 82% of these information centers and rest areas are open year-round.

DESIGN The Visitor's Guide will be organized by region. Within each region, communities will be listed alphabetically and will include zip code, population, information to give the flavor of the community, chamber of commerce phone and web and the map code. **Advertisers will be listed by category under the town in which they are physically located;** advertisers who wish to be listed under another town may purchase a second ad of equal or lesser value.

The Visitor's Guide will continue to feature a statewide section for the NH Store, NH By Mail, statewide organizations or retailers, meeting and convention facilities, vacation packages and statewide information sources.

RATES & MATERIALS

Ad Size	Ad Cost	Copy/Words	Photos	Logo
Full Page	\$4475	200	4	0
3/4 Page	\$3265	150	3	0
1/2 Page	\$2310	135	2	0
1/4 Page	\$1405	100	1	0
1/8 Page with photo	\$785	65	1	1
Expanded Listing with logo	\$350	60	0	1
Basic Listing	\$150	20	0	0
NH Store	\$475	40	1	0
NH By Mail	\$475	40	1	0
Meeting & Convention Grid	\$140	0	0	0
Inside Front Cover	\$5390	200	4	1
Inside Back Cover	\$5390	200	4	1
Back Cover	\$6240	200	4	1
Premium Position Pages	\$5085	200	4	0
Sponsor Pages	\$3335	25	0	1

GENERAL ADVERTISING POLICIES NEW HAMPSHIRE

MATERIALS	All materials are due with your order form.
COPY/WORDS	Copy/words must be enclosed with your order form. Copy count includes all words except your business name, address, phone number(s), website address, email and relevant symbols. If you exceed the number of allowed words for your size ad, your copy will be edited. Please email, mail, or fax typed copy.
PHOTOGRAPHY	<p>Photography must be enclosed with your order form, or emailed, and must be clearly identified with your name, business, and image description; also indicate which publication and section you are advertising in.</p> <p>Four-color images must be provided:</p> <ul style="list-style-type: none">A. on a Mac formatted Zip, Jazz or CD ROM, as a tif or eps, in high resolution—300 dpiB. via email as a jpg in high resolution—300 dpi—to sales@glengroup.comC. as a 35mm slide or as a high quality color print
AD POSITION	Publisher cannot guarantee position or format of any ad.
COVER ADS	The back cover, inside covers and premium pages are sold on a first-come, first-served basis.
AD QUALITY	These publications will project a high quality image. Therefore, the subject matter, size, wording and photography of all advertising is subject to the approval of the New Hampshire Division of Travel & Tourism Development before or after acceptance for publication.
AD PROOFS	Ad proofs will be emailed, mailed or faxed to each advertiser for approval. One round of corrections is allowed, and must be returned within the time specified on the proof form. Any production costs incurred after the due date will be passed on to the advertiser. These costs will be billed at \$75/hour.
OPPORTUNITIES	The publisher welcomes input from advertisers as to how these publications can work better for them. Other advertising opportunities such as bulk space purchases, inserts and special positions are available upon request, but limited, and subject to approval by the New Hampshire Division of Travel & Tourism Development.
PUBLICATION COPIES	After the magazine is published, every advertiser is mailed a copy. If you have guests who would like a copy, please suggest that they call 1-800-FUN IN NH.
COMMISSION	Rates are not agency commissionable.
PAYMENT	Payment in full must be made before September 1, 2001; after this date all unpaid ads will be removed.

WWW.VISITNH.GOV NEW HAMPSHIRE

HIGHLIGHTS www.visitnh.gov is the official website of the New Hampshire Division of Travel & Tourism Development, and the most comprehensive site on the web providing information about visiting New Hampshire.

Through **WorldRes.com**, lodging properties are able to add a “book-it” button which allows online reservations directly from www.visitnh.gov. Contact New Hampshire Lodging & Restaurant Association for details at 603-228-9585.

REACH www.visitnh.gov currently receives an average of 70,000 visits per month; this includes a large **international market** as well as travel trade.

DESIGN www.visitnh.gov has been completely redesigned, and like the Official New Hampshire Guidebook and Visitor’s Guide, is organized in regions by community.

PROMOTION The web address is prominently featured in all New Hampshire Division of Travel & Tourism Development’s advertising—in magazines, travel guides, trade magazines, brochure planners, newspapers and other international publications, as well as in all press releases and publicity materials, on all brochures and printed pieces, official stationary, and is displayed at trade shows.

As the official state site, www.visitnh.gov is also linked to many national and international travel sites. It is also listed in trade directories and other state media.

RATES & MATERIALS

Ads	Ad Cost	Copy/Words	Photos	Logo
Tile Ads				
Home page–5 displayed, 2 rotate	\$5,000	0	1 or	1
Interior page–2 displayed, 2 rotate	\$3,500	0	1 or	1
Spotlight Ads				
Prominently featured graphic or photo, copy, and link	\$3,000	25	1 or	1
Sponsor Link				
Prominently featured link on any page	\$2,250	10	0	0
Full Page Ad with link				
Includes photos & logo	\$835	300	4 and	1
Expanded Ad with link				
Includes photo or logo	\$395	60	1 or	1
Expanded Listing with link				
Includes copy only	\$265	25	0	0
Basic Listing with link				
Includes name, address, phone	\$80	0	0	0
Basic Listing (no link)				
Includes name, address, phone	FREE	0	0	0

OFFICIAL NEW HAMPSHIRE EVENTS GUIDES

SPRING/SUMMER • FALL/WINTER

HIGHLIGHTS The Events Guides are produced **semi-annually** to reflect all the diverse seasonal events offered throughout New Hampshire.

Advertisers can now enter their own events listings on New Hampshire Division of Travel & Tourism Development's official website, www.visitnh.gov, by registering at www.dred.state.nh.us/dtttd. Click on the state seal at the bottom of our home page, www.visitnh.gov, to access this site.

DISTRIBUTION 100,000 copies of this digest-size guide will be distributed, primarily **in-state**, beginning in April 2002 and September 2002, at State Visitor Information and Welcome Centers, and chambers of commerce throughout New Hampshire.

DESIGN Events are listed by date with a code designating the event's region location. A regional map and a distance chart will be included in each guide.

RATES & MATERIALS

Ad Size	Ad Cost	Copy/Words	Photos	Logo
Inside Front Cover	\$2500	200	4	1
Inside Back Cover	\$2500	200	4	1
Back Cover	\$3500	200	4	1
Premium Position Pages	\$1500	200	4	0